LaVoie Group
LIFE SCIENCE COMMUNICATIONS

CASE STUDY

Medical Meeting Support: Publicly Traded Specialty Pharma Company

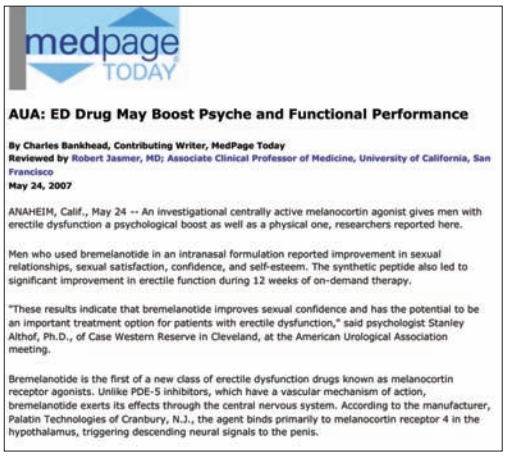
LaVoie Group partnered with this company to refine product and market messaging based on new clinical trial results and appropriately target medical media professionals to get the right message out. Coordination with corporate communications functions at both the client and partner companies was required.

Medical Meeting Support

- Review principal investigator presentations for new data to be communicated
- Peruse competitive information to understand market
- Develop positioning map to articulate key brand messages (to include mechanism of action and unique aspects of the results from the clinical study) in which to develop all communications including talking points for spokesperson training
- Review and refine press release to ensure inclusion of key brand product messages
- Develop medical media list for outreach to key opinion leaders in the field
- Work with PR department at medical meeting to obtain guidelines and develop a plan of action
- Spokesperson training to include internal medical officer and talking points for investigators
- On-site participation for coordination of media interviews on site at the meeting PR office
- Follow up with key medical media for profile stories on data released at medical meeting

Return on Investment

- Based on interviews, product profile results covered in *Medpage Today*, *Medscape (WebMD)*, *The Medical Post* and *Renal and Urology News*
- Numerous other articles placed in key targeted industry publications covering the news—all of the articles covered the news based on the messages developed and highlighted the product's unique mechanism of action and psychological aspects of the clinical data



medpage TODAY

AUA: ED Drug May Boost Psyche and Functional Performance

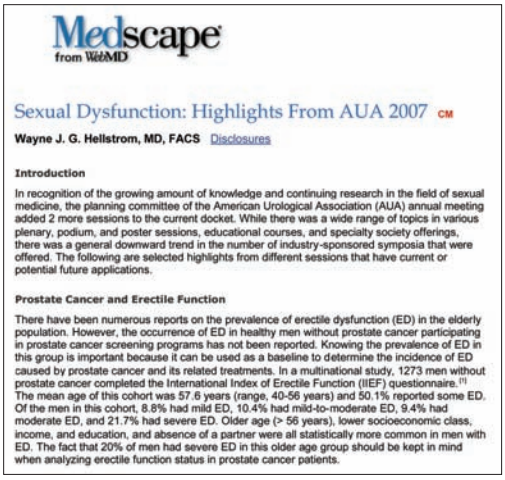
By Charles Bankhead, Contributing Writer, MedPage Today
Reviewed by Robert Jasmer, MD; Associate Clinical Professor of Medicine, University of California, San Francisco
May 24, 2007

ANAHEIM, Calif., May 24 -- An investigational centrally active melanocortin agonist gives men with erectile dysfunction a psychological boost as well as a physical one, researchers reported here.

Men who used bremelanotide in an intranasal formulation reported improvement in sexual relationships, sexual satisfaction, confidence, and self-esteem. The synthetic peptide also led to significant improvement in erectile function during 12 weeks of on-demand therapy.

"These results indicate that bremelanotide improves sexual confidence and has the potential to be an important treatment option for patients with erectile dysfunction," said psychologist Stanley Althof, Ph.D., of Case Western Reserve in Cleveland, at the American Urological Association meeting.

Bremelanotide is the first of a new class of erectile dysfunction drugs known as melanocortin receptor agonists. Unlike PDE-5 inhibitors, which have a vascular mechanism of action, bremelanotide exerts its effects through the central nervous system. According to the manufacturer, Palatin Technologies of Cranbury, N.J., the agent binds primarily to melanocortin receptor 4 in the hypothalamus, triggering descending neural signals to the penis.



Medscape from WebMD

Sexual Dysfunction: Highlights From AUA 2007 CM

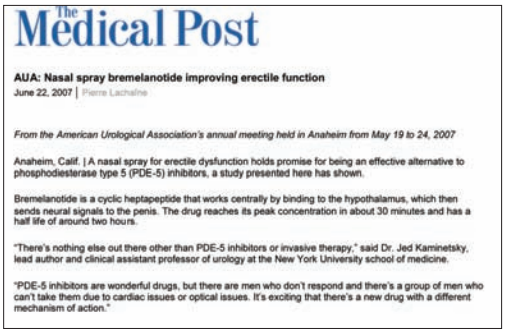
Wayne J. G. Hellstrom, MD, FACS Disclosures

Introduction

In recognition of the growing amount of knowledge and continuing research in the field of sexual medicine, the planning committee of the American Urological Association (AUA) annual meeting added 2 more sessions to the current docket. While there was a wide range of topics in various plenary, podium, and poster sessions, educational courses, and specialty society offerings, there was a general downward trend in the number of industry-sponsored symposia that were offered. The following are selected highlights from different sessions that have current or potential future applications.

Prostate Cancer and Erectile Function

There have been numerous reports on the prevalence of erectile dysfunction (ED) in the elderly population. However, the occurrence of ED in healthy men without prostate cancer participating in prostate cancer screening programs has not been reported. Knowing the prevalence of ED in this group is important because it can be used as a baseline to determine the incidence of ED caused by prostate cancer and its related treatments. In a multinational study, 1273 men without prostate cancer completed the International Index of Erectile Function (IIEF) questionnaire.[1] The mean age of this cohort was 57.6 years (range, 40-56 years) and 50.1% reported some ED. Of the men in this cohort, 8.8% had mild ED, 10.4% had mild-to-moderate ED, 9.4% had moderate ED, and 21.7% had severe ED. Older age (> 56 years), lower socioeconomic class, income, and education, and absence of a partner were all statistically more common in men with ED. The fact that 20% of men had severe ED in this older age group should be kept in mind when analyzing erectile function status in prostate cancer patients.



The Medical Post

AUA: Nasal spray bremelanotide improving erectile function
June 22, 2007 | Pierre Lachaine

From the American Urological Association's annual meeting held in Anaheim from May 19 to 24, 2007

Anaheim, Calif. | A nasal spray for erectile dysfunction holds promise for being an effective alternative to phosphodiesterase type 5 (PDE-5) inhibitors, a study presented here has shown.

Bremelanotide is a cyclic heptapeptide that works centrally by binding to the hypothalamus, which then sends neural signals to the penis. The drug reaches its peak concentration in about 30 minutes and has a half life of around two hours.

"There's nothing else out there other than PDE-5 inhibitors or invasive therapy," said Dr. Jed Kaminetsky, lead author and clinical assistant professor of urology at the New York University school of medicine.

"PDE-5 inhibitors are wonderful drugs, but there are men who don't respond and there's a group of men who can't take them due to cardiac issues or optical issues. It's exciting that there's a new drug with a different mechanism of action."